



Industry News

Volume 1, Issue 2

2ND QUARTER OF 2021

Japan 2021 Bakery Contest Winners



Tropical Raisin Island



Rum Raisin Cheesecake



Splendide Raisins



Raisin Pistachiu



Raisin Tiara



Amazing Amande Raisin



Raisin Bake Chocolate



Botanical Stollen

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Recipe Books

RAC SE Asia partnered with two trade associations, the Philippine Baking Society and the Singapore Baking and Confectioner Trade Association, to produce recipe books. The books will be shared through the trade associations and at RAC events to inspire new products using California raisins.



Digital Ad campaign

RAC Mexico developed a digital ad campaign to communicate the nutritional benefits of using California raisins and to share creative recipe ideas. The campaign resulted in over 4 million impressions in May and June.



New Product Development

RAC Korea partnered with a bakery chain operated by a leading Korean food company to develop a new product called “Classic Mocha Bread” which features 25g of California raisins in each bun. A promotion board featuring the RAC logo appeared in-store.



Parents Magazine Advertising

RAC Japan developed a campaign to communicate the nutritional benefits of California raisins to Moms and provide recipe suggestions. The two-page advertisement was featured in magazines with a circulation of 800 thousand.



Summer Grilling Campaign

RAC Germany partnered with local grilling master, Tom Heinzle, to develop summer grilling recipes using California raisins. The recipes were featured in a press release as well as on social media.

Rezepttipps: Kreativ und abwechslungsreich grillen mit der Superfrucht

Rosinen aus Kalifornien machen mehr aus dem BBQ



Foto: dj4d/www.californiaraisins.de

(dj4d) Für die einen ist Grillen der Inbegriff des Sommers, andere wollen passiv nicht auf das Erlebnis verzichten. So wie BBQ-Profi und Buchautor Tom Heinzle. Er findet, Grillen geht immer: Ideen und Rezepte entwickelt er fast nebenbei. Dabei lässt er sich von Spezialitäten aus aller Welt inspirieren und versucht sich gerne an neuen Geschmackskombinationen. Frische Nüsse beispielsweise machen mehr aus jedem Leckerbissen vom Fort Frische-karamellige Röstrosinen. Auf der Suche nach neuen Geschmackserlebnissen führt für Heinzle etwa an Kalifornischen Rosinen kein Weg vorbei. „Die frucht-karamellige Note der sonnengereckten Frische passt hervorragend zu den köstlichen Röstrosinen, die sie beim Grillen entwickeln.“ Rosinen gelten als echtes Superfood mit vielen Ballaststoffen, wichtigen Antioxidantien sowie Eisen und Kalium. Außerdem können sie eine positive Wirkung auf den Säure-Basen-Haushalt der Körper haben. Eine Besonderheit: Die süßen Frischchen werden ausschließlich von der kalifornischen Sonne getrocknet, und naturbelassen und ungeschwefelt. Ob vegan, vegetarisch oder mit Fleisch, Tom Heinzle grillt alles. Selbst grüner Spargel kommt bei ihm auf den Grill und ein selbstzubereiteter, fruchtiger Chimney ist der passende Begleiter zu vielen Fleischgerichten und vegetarischen Leckereien. Rinder-Rosinade vom Grill Manahire heißt eine typisch argentinische Grillrosinade in Uruguay. Zutaten: - 1 Flanksteak (800 bis 1.000 g) - 7 EL Kalifornische Rosinen - 5 EL Pansenkörner - 1 EL Flockensalz - 1 Brokkoli (mittelgroß) - 2-3 EL Olivenöl - 1 EL milde Chiliflocken, Salz Für die Gewürzmischung: 1 EL schwarzer Sesam, Fenchelsaat, brauner Zucker, Flockensalz Zubereitung: Flanksteak bis auf einen Zentimeter längs der Faser in der Mitte aufschneiden und aufklappen. Mit Salz bestreuen. Rosinen mit Chiliflocken mischen, auf der Schnittfläche verteilen. Eine Marinade röhren und mit Röstrosinen binden. Für die Gewürzmischung alle Zutaten vermischen. Die Marinade rundum damit würzen. Bei milderer Hitze (140-150 Grad) und geschlossenen Deckel grillen, bis eine Kerntemperatur von 54 Grad erreicht ist. Pansenkörner und danach die restlichen Rosinen im Metallsieb auf offener Flamme schwenken, bis sie Röstrosinen bekommen. Brokkoli-Röschen auflösen und halbieren. In eine Schüssel geben und mit Olivenöl bestreuen. Gut durchmischen und bei direkter Hitze (200-300 Grad) unter ständigem Wenden rundum grillen, bis sie weich sind, aber noch etwas Biss haben. Die Manahire in Scheiben schneiden, mit Brokkoli, getrockneten Rosinen und Pansenkörnern servieren. Übrigens: Ehablich sind Kalifornische Rosinen unter konditionsverbessern-shop.de/kalifornische-rosinen/.

Social Media

RAC Vietnam conducted a social media campaign including recipe videos produced by four food influencers. The campaign has achieved over 9 million impressions year to date and yielded 75 thousand consumer engagements.



Hiệp Hội Nho Khô Bang California: Khoai Lang Ngao Hat Dieu va Nho Kho California...
Khoai Lang Ngao Hạt Điều & Nho Khô California! Món ăn vặt lạ miệng, không kém phần bổ dưỡng với những nguyên liệu rất đơn giản gồm: khoai lang, hạt điều, gừng và đường thiên nhiên không thể thiếu nho khô California với vị ngọt tự nhiên. Công thức...



Hiệp Hội Nho Khô Bang California...
Hãy giải nhiệt những cơn nóng mùa hè bằng vị ngọt tự nhiên của Nho Khô California với món chè thanh mát - Chè Hạt Sen Nho Khô California theo công thức được phát triển trong video dưới đây: #californiaraisins #NhokhoCalifornia #Calraisins...
6:48 · Uploaded on 04/11/2021 · Owned · Appears Once · View Permalink · Copy Video ID



Retail Bakery Promotion

RAC Taiwan conducted a retail promotion with a large-scale bakery chain. Three items were featured including two new products, a California Raisin Coconut Bread and California Raisin Breakfast Bun. The promotion featured in-store POP materials and samplers in six high volume stores throughout April. The promotion succeeded in driving a 32% increase in sales on the California raisin items.



Recipe Development

RAC China conducted four product inspiration events targeting the baking industry. Five fillings made with California raisins were developed and incorporated into ten different bakery recipes. 1,460 people from over 1,000 companies attended the events and promotion through social media reached an additional 7 thousand people. New distributors were recruited, one leading bakery chain with over 100 outlets ordered the fillings and several other retailers ordered finished products made with the fillings.



Costco Retail Promotion

RAC Canada partnered with Costco to run an e-commerce promotion in May and June.

The promotion generated over 4 million impressions and drove 15 thousand link clicks to purchase.

Costco Wholesale Canada
Sponsored (demo)

Add potassium, fiber and deliciousness to your trail mix. How? With California Raisins!

California Raisins

**Add a little
California Sunshine.**

Start Raisin' your game!

COSTCO.CA
Kirkland Signature Trail mix, 1.36 kg (3 lb)
Kirkland Signature Trail mix, 1.36 kg (3 lb)

Shop Now

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